

Terre Foods Update

November 15, 2007

Hello everyone,

The Planning Group for the Terre Foods Cooperative Market has been hard at work over the past few weeks, and we are definitely making good progress. Here's the latest news about what we've been up to:

- **Planning Group Attends Startup Seminar:** Four members of the Core planning group attended a seminar on starting up a natural foods cooperative store on November 10th in Paoli, Indiana. Some of you may know that Paoli has just opened the doors on their own cooperative market (the Lost River Market and Deli, <http://www.lostrivercoop.com/>). Sessions were hosted by members of the Lost River Steering Committee & Board of Directors, members of the Indiana Cooperative Development Center (ICDC), Co-op 500, and Hoosier Hills Credit Union; also in attendance were some of the directors of Bloomingfoods Cooperative Services and other civic organizations. Topics covered included:
 - Co-ops 101
 - Organizational Development (locating resources, establishing Steering Committee, running effective meetings)
 - Overview of Food Co-op 500 Four Cornerstones Process
 - A tour of the Lost River Market and Deli (which is stunningly beautiful, and a reminder to us all why we are pursuing this project)
 - Panel discussion with Board Members at the Lost River Market
 - Preparing for Financing

The day-long seminar was of incredible value to those who attended, and we are working hard to bring what we learned back home. Hearing other people's experiences going through the same process we are now beginning was such an eye opener. And I, for one, learned all sorts of details about what we should, and perhaps more importantly should not, do. This seminar reemphasized to me that (1) there are vast resources and aid available to us, to prevent us from making mistakes and hitting common pitfalls; and (2) there is no need to reinvent the wheel. We can learn from the experience of others, take what is valuable, and apply it to our own situation in a way that satisfies all of our needs. I'm sure you'll be hearing more and more about this seminar as the months progress!

- Planning continues for the Community Meeting More and more details are falling into place for our Community Meeting on January 24th. Plans are being made for the content of the meeting and how to publicize it. We followed up on a great suggestion from list member John Halladay about

securing interview slots on WTHI and WTWO for the week leading up to the meeting. (Successfully, in the case of WTHI, but I've not heard back from WTWO yet. If anyone has any contacts there and would be willing to help us out here, it would be much appreciated!) I've also recently been in contact with some of the reporters at the Tribune Star. We hope to have a media presence at this meeting, so having a good turnout will be crucial. Please make sure you've got this meeting on your calendar! We're really looking forward to meeting everyone, hearing your ideas and finding ways to work together for our common goal. Isn't cooperation great?

- Website Updates We have made some updates to the website recently—please check them out! Among other things, we've added an archive of all past Terre Foods Updates, so if you've missed any, you can read them there. Also, we've added our draft Mission & Vision Statements, and our Goals list. We will happily take comments on these drafts leading up to the Community Meeting, where we hope to present our finished documents to the group. Tell us if you love it, tell us if it needs changes. Let your voice be heard!
- Bylaws and Articles of Incorporation By far, the biggest chunk of the planning group's time lately has been taken up working on drafts of our Bylaws and Articles of Incorporation. We have been working through a set of worksheets provided by the ICDC to facilitate this process. We will be meeting with members of the ICDC to finalize the details of the Articles and Bylaws, which we will then ship off to a lawyer conversant in cooperative law for review, and then submit them to the Secretary of State for incorporation. Incorporating will open up many new avenues of funding, grants, as well as helping to legitimizing our efforts when it comes time to approach local businesses & residents for financial support. This has been a big, sometimes scary, job, but it is coming together well—I think we are creating documents that we can all be proud of!

And finally, a Book Review of Bill McKibben's recent work, *Deep Economy*:

The first thing to say about this book is that it was very much preaching to the choir with me. I frequently felt compelled to yell "AMEN!" while reading (which probably alarmed my husband somewhat). McKibben wants to make two broad points with this book: first, that it is no longer the case that More equals Better; and second, that More is, in fact, not making us happier. On the first point, McKibben points out that, for the vast majority of human history, More and Better in fact have been close mates, with one typically bringing about the other. However, the system of growth economics which our own system runs on—predicated on the More = Better formula—is no longer either sustainable or desirable. It is having disastrous effects on the environment, on global warming, and on our own individual and national financial situations. On the second point, he discusses at length the amassing data showing that, in fact, we are not being

made happier with More, which is now pushing us further and further away from Better. McKibben wants instead to propose a communitarian view, where areas and resources are relocalized, community bonds are strengthened, and growth is slowed down and de-emphasized. The book is very well written and easy to read. It contains compelling arguments for his position, although it might be a bit starry-eyed for the more jaded of us. But it is inspiring, and contains some fascinating real-world examples of community efforts in progress. This book is currently available at the Vigo County Main Library (since I returned it last night)—I encourage you to check it out!

In Cooperation,

Robyn